

# **“NATIONAL PUBLIC SECTOR BRANDING, STRATEGIC OPPORTUNITIES FOR BRANDING MALAYSIA AND THE PUBLIC SERVICE”**

with

**Dr. Paul Temporal**  
**Associate Fellow, Said Business School**  
**University of Oxford, United Kingdom**

**When** : Friday, 22 February 2013  
**Where** : Razak School of Government  
**Who** : Dr. Paul Temporal

## **About The Workshop**

The talk outlined why brands are important to Nations and the Public Sector. It provided examples of different types of Public Sector branding from around the world, and why brands from country-of-origin is important for companies and industries. Emphases were placed on the role of the Public Service as a potential vector for building Brand Malaysia. The workshop emphasised on the need for the private and public sector to work together on areas that could impact on the image of the public service and nation branding. Some examples of successful national and public service brands were discussed in this workshop.

## **Summary**

Dr Temporal began by relaying that there is misconception about branding whereby it is not a logo neither trademark. Brand is about service delivery, perceptions, and most importantly trust on the products and services. He then began to discuss that to most entities, brand is seen as cost not an investment. Although branding exercise is popular in the private sector, not much emphasis were stressed on the public sector. He further stressed the importance of public sector brandings that would bring positive effects to the country amongst others, currency stability, attraction of global capital and international political influence.

The public sectors needs branding as the nation's image is made up of perceived value as it could bring both power and financial rewards to the country. Dr Temporal further mentioned that the potential benefits of branding to the Public Sector are as follow:-

- The Public Service is often the frontline in dealing with customers.
- Investors, business and visitors often judge a nation by the efficiency of its Public Service.
- A highly efficient public service is the Brand Vector of national identity and Image.

He further explained on the framework of Brand Architecture whereby it is vital to develop the brand architecture which is like a family tree or organisation of sub brands or products that are linked together that would support the master brand. He further cautioned that there shouldn't be any intra- brand competition as it would create confusion and perception on the image of the country.

Dr Temporal stressed further that most countries do not have an integrated brand strategy that is able to produce consistent messages. The mistake that most countries made is unstructured sub brand messages that compete with one another.

## **About the Speaker**

Dr. Paul Temporal is a leading global expert on brand creation, development and management with over thirty years of experience in consulting and training. He has worked with leading companies and governments, and is well known for his practical and results-oriented approach. Dr. Temporal has published widely in many journals and media. He has featured in mainstream global media such as the New York Times, the Asian Wall Street Journal, Sunday Times of India, and CNBC.

## **Presentation Slide**

Please download the presentation slide [here](#).

## **Photo Gallery**